

In the Claims:

1. (Currently Amended) A method of interacting with a poster **that presents visible information to a viewer, the method** comprising:

using a handheld appliance, receiving **machine-readable** digital data from the poster, **said data being in addition to said visible information**; and

by reference to said **machine-readable** data received from the poster, establishing a link to a remote computer.

2. (Original) The method of claim 1 in which the appliance is a wireless device.

3. (Original) The method of claim 1 in which the appliance comprises a computer.

4. (Original) The method of claim 1 in which the appliance comprises a camera.

5. (Original) The method of claim 1 in which the appliance includes an output device, and the method includes presenting information to a user based on data obtained from said remote computer using said output device.

6. (Original) The method of claim 5 in which the output device includes a screen.

7. (Original) The method of claim 5 in which the output device includes an annunciator.

8. (Original) The method of claim 1 in which the poster promotes a ticketed event, and the method includes procuring a ticket for the event using said appliance.

9. (Original) The method of claim 8 in which the ticketed event is a concert or movie.

10. (Original) The method of claim 1 that further includes communicating over said link to cause electronic content to be downloaded to a user of the appliance.
11. (Original) The method of claim 10 in which the electronic content comprises a song.
12. (Original) The method of claim 1 that includes receiving data from the poster using electromagnetic communications.
13. (Original) The method of claim 1 that includes receiving data from the poster using optical sensing.
14. (Original) The method of claim 1 in which the poster is printed, and the printing includes a plural-bit code steganographically encoded therein.
15. (Currently Amended) A system comprising:
a poster **presenting visible information to a viewer**; and
a handheld appliance, the appliance including means for obtaining digital data from the poster **that is in addition to said visible information**, and acting based thereon.
16. (Original) The system of claim 15 in which the poster comprises an event poster.
17. (Original) The system of claim 15 in which the appliance comprises a cell phone.
18. (New) The method of claim 1 in which the appliance transmits at least some of the machine-readable data to a remote database, and the method further includes:
determining, at said remote database, a URL corresponding to said machine-

readable data, and transmitting data identifying said URL to the appliance; and
at said appliance, fetching information from said URL.

19. (New) The method of claim 18 that comprises changing the URL associated with said machine-readable data at said remote database, wherein the URL to which the poster corresponds can be changed without changing the machine-readable data received from the poster.

20. (New) The method of claim 1 wherein the machine-readable data is received as electromagnetic radiation, and not optical information.